

**AMENDMENTS TO THE CLAIMS:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (Currently Amended) An advertising method using Internet e-mail system having a transmitting part's client PC for a transmitting part to transmit e-mails, a receiving part's client PC for a receiving part to receive the e-mails, an e-mail server and an Internet network for connecting the transmitting part's client PC, the receiving part's client PC and the e-mail server with one another, the method comprising the steps of:

the transmitting part sending an e-mail including an advertisement from the transmitting part's client PC to the receiving part's client PC, the advertisement being converted from an inactivated state to an activated state to be included in the e-mail;

delivering information on the transmission of the e-mail from the transmitting part's client PC to the e-mail server, to record it therein;

the receiving part receiving the e-mail including the advertisement using the receiving part's client PC;

the receiving part selectively activating the advertisement included in the e-mail to see it;

transmitting information on viewing of the advertisement from the receiving part's client PC to the e-mail server, to record it therein; and

configuring the e-mail server to compensate compensating the transmitting and receiving parts for viewing the advertisement on the basis of the information on the transmission of the e-mail and the information on viewing of the advertisement.

2. (Original) An advertising method using Internet e-mail system having a transmitting part's client PC for a transmitting part to transmit e-mails, a receiving part's client PC a the

receiving part to receive the e-mails, an e-mail server and an Internet network for connecting the transmitting part's client PC, the receiving part's client PC and the e-mail server with one another, the method comprising the steps of:

the transmitting part sending an e-mail including an advertisement from the transmitting part's client PC to the receiving part's client PC, the advertisement being inserted in the ground of the e-mail main screen or a part of it;

delivering information on the transmission of the e-mail from the transmitting part's client PC to the e-mail server, to record it therein;

the receiving part receiving the e-mail including the advertisement using the receiving part's client PC;

transmitting information on the reception of the e-mail from the receiving part's client PC to the e-mail server, to record it therein; and

the e-mail server compensating the transmitting and receiving parts for viewing the advertisement on the basis of the information on the transmission of the e-mail and the information on the reception of the e-mail.

3. (Original) An advertising method using Internet e-mail system having a transmitting part's client PC for a transmitting part to transmit e-mails, a receiving part's client PC for a receiving part to receive the e-mails, an e-mail server and an Internet network for connecting the transmitting part's client PC, the receiving part's client PC and the e-mail server with one another, the method comprising the steps of:

the transmitting part downloading an e-mail including an advertisement from the e-mail server and adding messages he/she wants to send thereto;

the transmitting part sending the e-mail including the advertisement from the transmitting part's client PC to the e-mail server, the advertisement being converted from an inactivated state to an activated state to be included in the e-mail;

the e-mail server transmitting the e-mail to the receiving part's client PC, and storing information on the transmission of the e-mail therein;

the receiving part receiving the e-mail including the advertisement using the receiving part's client PC;

the receiving part selectively activating the advertisement included in the e-mail to view it;

transmitting information on viewing of the advertisement from the receiving part's client PC to the e-mail server, to record it therein; and

the e-mail server compensating the transmitting and receiving parts for viewing the advertisement on the basis of the information on the transmission of the e-mail and the information on viewing of the advertisement.

4. (Original) An advertising method using Internet e-mail system having a transmitting part's client PC for a transmitting part to transmit e-mails, a receiving part's client PC for a receiving part to receive the e-mails, an e-mail server and an Internet network for connecting the transmitting part's client PC, the receiving part's client PC and the e-mail server with one another, the method comprising the steps of:

the transmitting part downloading an e-mail including an advertisement from the e-mail server and adding messages he/she wants to send thereto;

the transmitting part sending the e-mail including the advertisement from the transmitting part's client PC to the e-mail server, the advertisement being inserted in the ground of the e-mail main screen;

the e-mail server transmitting the e-mail to the receiving part's client PC, and storing information on the transmission of the e-mail therein;

the receiving part receiving the e-mail including the advertisement using the receiving part's client PC;

transmitting information on the reception of the e-mail from the receiving part's client PC to the e-mail server, to record it therein; and

the e-mail server compensating the transmitting and receiving parts for viewing the advertisement on the basis of the information on the transmission of the e-mail and the information on the reception of the e-mail.

5. (Original) The method as claimed in one of claims 1, wherein the kind, contents and form of the advertisement are chosen by the transmitting part.

6. (Original) The method as claimed in one of claims 1, wherein the advertisement includes one or more of a lottery ticket, a gift certificate and a free gift.

7. (Currently Amended) The method as claimed in claims 1, further comprising the step of, when the e-mail is confirmed to be a spam mail, depriving preventing the transmitting part form sending the spam mail of his/her a membership or paying no compensation money to a member having the membership him/her, the compensation money being for compensating the transmitting part for viewing the advertisement, the compensation money being saved up previously.

8. (Currently Amended) The method as claimed in claim 1, further comprising the step of the transmitting part configured to download download an e-mail including an advertisement from the e-mail server and adding message he/she wants to send thereto, before the step of sending the e-mail including the advertisement from the transmitting part's client PC to the receiving part's client PC.

9. (Original) The method as claimed in claim 1, wherein the information on the transmission of the e-mail is automatically transmitted from the transmitting part's client PC to the e-mail server, and the information on viewing of the advertisement is automatically transmitted from the receiving part's client PC to the e-mail server.

10. (Original) The method as claimed in claim 2, wherein the information on the transmission of the e-mail is automatically transmitted from the transmitting part's client PC to the e-mail server, and the information on the reception of the e-mail is automatically transmitted from the receiving part's client PC to the e-mail server.

11. (Withdrawn) An advertising method using Internet chatting service, wherein a company advertisement and/or company banner advertisement is inserted in the ground or a specific portion of a chatting window, other than an input window through which conversations are carried out and which is located in the chatting window, and a predetermined charge is paid to a chatting service user when he/she sees the advertisement, the chatting window being displayed as the initial screen of each chatting participant.